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AMENDMENTS TO THE CLAIMS:

1. (Previously Presented) A method of task selection comprising the steps of:

determining a specified distribution of a plurality of tasks;

assuming a first event in a sequence of events occurs, each event in said sequence of events triggering execution of one of said plurality of tasks;

determining a plurality of hypothetical distributions of said plurality of tasks for each task hypothetically selected for execution from said plurality of tasks;

selecting a first task for execution from said plurality of tasks, which when selected provides a corresponding hypothetical distribution of said plurality of tasks that is closest to said specified distribution of said plurality of tasks for implementation of said specified distribution.

2. (Original) The method as described in Claim 1, wherein said method comprises the further step of performing said first task when said first event in said sequence of events actually occurs.

3. (Previously Presented) The method as described in Claim 1, wherein said first event is a customer visiting a web site over a communication network, and said sequence of events is a sequence of customers visiting said web site.

4. (Original) The method as described in Claim 3, wherein said plurality of tasks is a plurality of advertising promotions that individually, when selected by said method, is offered to each customer in said sequence of customers.

5. (Previously Presented) The method as described in Claim 1, wherein said plurality of hypothetical distributions is accessed as a plurality of vectors, each of which comprises a plurality of components, said plurality of components associated with said plurality of tasks where each of said plurality of components is associated with a corresponding task in said plurality of tasks, said plurality of components defining the number of times each of said plurality of tasks has been selected within said sequence of events in relation to the sum of all tasks selected within said sequence of events prior to said first event.

6. (Previously Presented) The method as described in Claim 1, comprising further steps as follows to determine said second distribution:

calculating a mathematical distance between each of said plurality of hypothetical distributions and said specified distribution, creating a plurality of mathematical distances; and

selecting a first mathematical distance from said plurality of mathematical distances that has the least value, said first mathematical distance associated with the selection of said first task in association with said first event.

7. (Original) The method as described in Claim 6, wherein said plurality of hypothetical distributions is pre-calculated before said first event occurs.

8. (Previously Presented) The method as described in Claim 6, wherein each of said plurality of hypothetical distributions is expressed in vector form, said specified distribution is expressed in vector form, and of each said plurality of mathematical distances is a vector norm calculated from the vector difference between each of said plurality of hypothetical distributions and said specified distribution.

9. (Original) The method as described in Claim 3, wherein each of said events in said sequence of events is classified within a segment, said segment defining an independent set of characteristics, said segment associated with said plurality of tasks.

10. (Previously Presented) The method as described in Claim 1, wherein if said first event is the first in said sequence of events, then said first task has the highest proportionate value in said specified distribution of said plurality of tasks.

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20. (Previously Presented) A computer system comprising:

a bus;

a memory unit coupled to said bus; and

a processor coupled to said bus, said processor for executing a method of selection comprising the steps of:

determining a specified distribution of a plurality of tasks;

assuming a first event in a sequence of events occurs, each event in said sequence of events triggering execution of one of said plurality of tasks;

determining a plurality of hypothetical distributions of said plurality of tasks for each task hypothetically selected for execution from said plurality of tasks;

selecting a first task for execution from said plurality of tasks, which when selected provides a corresponding hypothetical distribution of said plurality of tasks that is closest to said specified distribution of said plurality of tasks for implementation of said specified distribution.

21. (Original) The computer system as described in Claim 20, wherein said method comprises the further step of performing said first task when said first event in said sequence of events actually occurs.

22. (Previously Presented) The computer system as described in Claim 20, wherein in said method said first event is a customer visiting a web site over a communication network, and said sequence of events is a sequence of customers visiting said web site.

23. (Original) The computer system as described in Claim 22, wherein in said method said plurality of tasks is a plurality of advertising promotions that individually, when selected by said method, is offered to each customer in said sequence of customers.

24. (Previously Presented) The computer system as described in Claim 20, wherein in said method said plurality of hypothetical distributions is accessed as a plurality of vectors, each of which comprises a plurality of components, said plurality of components associated with said plurality of tasks where each of said plurality of components is associated with a corresponding task in said plurality of tasks, said plurality of components defining the amount of times each of said plurality of tasks has been selected within said sequence of events in relation to the sum of all tasks selected within said sequence of events prior to said first event.

25. (Previously Presented) The computer system as described in Claim 20, wherein said method comprises further steps as follows to determine said second distribution:

calculating a mathematical distance between each of said plurality of hypothetical distributions and said specified distribution, creating a plurality of mathematical distances; and

selecting a first mathematical distance from said plurality of mathematical distances that has the least value, said first mathematical distance associated with the selection of said first task in association with said first event and said second distribution.

26. (Original) The computer system as described in Claim 25, wherein in said method said plurality of hypothetical distributions is pre-calculated before said first event occurs.

27. (Previously Presented) The computer system as described in Claim 25, wherein in said method each of said plurality of hypothetical distributions is expressed in vector form, said specified distribution is expressed in vector form, and of each said plurality of mathematical distances is a vector norm calculated from the vector difference between each of said plurality of hypothetical distributions and said specified distribution.

28. (Original) The computer system as described in Claim 20, wherein in said method said objective is to enhance profitability.

29. (Previously Presented) The computer system as described in Claim 20, wherein in said method if said first event is the first in said sequence of events, then said first task has the highest proportionate value in said specified distribution of said plurality of tasks.

30. (Original) The computer system as described in Claim 20, wherein in said method each of said events in said sequence of events is classified within a segment, said segment defining an independent set of characteristics, said segment associated with said plurality of tasks.